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WHAT IS AN EVENT?

- -Concerts
- -Conferences
- -5K/Races
- -Festivals
- -Fairs
- -Open Forums
- -Meetings
- -What else??



WHAT TYPE OF EVENTS DO YOU PLAN?

ALGORITHMS

Constantly changing algorithms can make social media feel like an unwinnable challenge. There are endless questions: how often should I post? Should I use hashtags? What kind of media performs the best?

AUTHENTICITY

Social media can come across forced or robotic, which can make it hard to connect with your audience. But how do you come across authentic and also be efficient in your scheduling and management?

TROLLS

Trolls can make social media feel unbearable at times while you try to navigate sharing actual information and build actual connections. (But they can be rather entertaining and that's the perspective I choose to take.)



So it seems Provo isn't the only city government filled with a holes in Utah? Not surprised...

Like · Reply · Message · 24w



Sandy City lol everything has to be a "see, we're saving money" moment.

Like · Reply · Message · 38w



Shhhhhh

11w Reply



Barf. Statist propaganda. Defund part of your city army and stop pretending these revenue collectors are our BUDDIES! They're not our protectors either.

Like · Reply · Message · 36w





Thank God for government, or how would we play team sports 🙄

Like · Reply · Message · 35w



You might aswell turn the skatepark into a landfill, you know, since your never going to reopen it. Might as well throw it in the garbage, just like your residents physical and mental health is going since we dont have a place to skate.

1 like Reply

SOCIAL MEDIA ISN'T YOUR ONLY TOOL

It's one of many.

Social media isn't going to solve all your problems. It's one tool in an entire shed. Make sure you're utilizing email and web too.

Our residents still cite email as their #1 preferred form of communication.

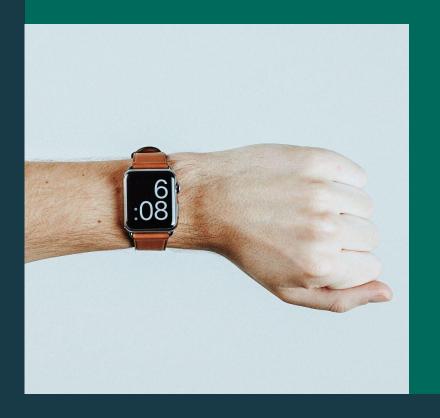


WHAT IF WE SHIFT OUR PERSPECTIVE?

- Social media is just a game.
 - How can I make residents happy?
 - How can I boost my numbers and build more connections?
- Social media is about connection.
 - People want to feel heard and connected to someone who cares.
 - They don't want robots.
- Ignore the haters.
 - Use comments as feedback to plan and improve future events.
 - Don't take negative comments too personally.
 - Often when people understand why an event runs the way it does, we can address concerns.

SO HOW OFTEN SHOULD I POST?

- Quality over quantity matters here (but a mix of both is best.)
- We don't want to cannibalize our own content.
- Start early but not too early





Create a consistent "brand" for your event and use it often.

What can go in your kit?

- Graphics
- Logo
- Branded Hashtag

Distribute this toolkit to your partners/speakers/presenters to share with their social followings too.







WHAT CAN GO IN THE TOOLKIT FOR YOUR NEXT EVENT?

FACEBOOK EVENT

Facebook events are a great way to drum up excitement. People can get information, connect with others, and invite their friends. And Facebook will even push their own reminders to remind people about your event.

INSTAGRAM COUNTDOWN

Similar to a Facebook event, Instagram countdowns will allow interested people to subscribe to your countdown and get reminders. This is a great touch point without having to do more posts.

AD CAMPAIGNS

If you have the budget, you can run ads. But remember to publicize your event according to your capacity. (Speak to your risk management department if you have any concerns)

HOUCH POINTS

PHOTOS + VIDEOS FROM PAST EVENTS

People get more excited about events if they can visualize themselves there. If this is a recurring event, use photos and videos from years prior to drum up excitement. (Video performs the best for us!)

BEHIND THE SCENES

People feel connected to an event if they can see it come to life. Share photos and videos of event set up, set building, preparations, anything that gives the audience a "sneak peek."

LIVE POSTS

Once the event has begun, share photos and videos on your stories! This will get people excited and hopefully more people will join or will join next year. Take advantage of user-generated content!

UTILIZE CONTESTS

These are so effective!

Not only can you build excitement, but you can even boost attendance.

- Give away event tickets or swag
- Host a scavenger hunt
- Get user generated content



RESOURCES

CREATING

- Canva
- Unsplash
- Pexels

SCHEDULING

- Loomly
- Later
- Hootsuite
- Planoly
- Unum

TAKEAWAYS

- Social media isn't perfect,
- But it's a great tool if you know how to utilize it!
- Prioritize connection.
- Maintain consistency.
- Get creative.



THANK YOU

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